

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (Currently Amended) A method for imputing econometric variables from corrected raw econometric data, the method being implemented as a plurality of program instructions in a computer system, the method comprising:

detecting, using the computer system, product parameter inconsistencies in the raw econometric data;

correcting, using the computer system, the detected inconsistencies in the raw econometric data to generate a cleansed initial dataset; and

generating imputing, using the computer system, imputed econometric variables using the cleansed initial dataset.

Claim 2 (Original) The method of Claim 1, wherein the imputed econometric variables include imputed variables selected from the group consisting of an imputed base price variable, an imputed relative price variable, an imputed base volume variable, an imputed variable reflecting the effects of stockpiling, an imputed variable reflecting seasonal effects, an imputed variable reflecting day-of-the-week effects, an imputed variable reflecting promotional effects, and an imputed cross-elasticity variable.

Claim 3 (Original) The method of Claim 2, wherein the imputed econometric variables include imputed variables selected from the group consisting of an imputed base price variable, an imputed relative price variable, an imputed base volume variable, an imputed variable reflecting the effects of stockpiling, an imputed variable reflecting day-of-the-week effects, an imputed variable reflecting promotional effects, and an imputed cross-elasticity variable

Claim 4 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a base price variable.

Claim 5 (Previously Amended) The method of Claim 4, wherein imputing base price variable comprises:

- defining a time window for analyzing records of the cleansed initial dataset;
- determining an initial base price based on data within the time window; and
- outputting the initial base price as the base price variable.

Claim 6 (Previously Amended) The method of Claim 4, wherein imputing base price variable comprises:

- defining a time window for analyzing records of the cleansed initial dataset;
- determining an initial base price based on data within the time window;
- determining promotional effects on the initial base price based on data within the time window;
- defining a step function for initial base price based on data within the time window;
- calculating price discount variables;
- outputting initial base price step function and discount variables;
- analyzing and correcting the outputted initial base price variable based on base price distribution data and generating a refined base price variable; and
- outputting the refined base price variable.

Claim 7 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a relative price variable.

Claim 8 (Previously Amended) The method of Claim 7, wherein imputing relative price variable comprises:

- determining equivalent price for price values in the cleansed initial dataset;
- determining equivalent units for units values in the cleansed initial dataset;
- calculating values for equivalent base price and equivalent base units;
- determining a weighted equivalent average price;
- determining a weighted equivalent average base price;
- calculating moving averages for relative equivalent price and relative equivalent base price; and
- outputting relative equivalent price and relative equivalent base price as relative price variables.

Claim 9 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a base volume variable.

Claim 10 (Previously Amended) The method of Claim 9, wherein imputing base volume variable comprises:

- analyzing the cleansed initial dataset to determine non-promoted dates;
- calculating average sales volume during the non-promoted dates;
- determining an initial units value based on the cleansed initial dataset and the calculated average sales volume during the non-promoted dates;
- determining a moving average value for initial units; and
- outputting the moving average value for initial units as the imputed base volume variable.

Claim 11 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a variable reflecting the effects of stockpiling.

Claim 12 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a variable reflecting day-of-the-week effects.

Claim 13 (Previously Amended) The method of Claim 12, wherein imputing variable reflecting day-of-the-week effects comprises:

- assigning each record of the cleansed initial dataset to a specific day of the week;
- specifying an input dimension;
- summing each assigning record over the specified input dimension;
- determining, for each specific day of the week, an average amount of units sold for each day; and
- determining for each day of the week, using actual daily units sold divided by average amount of units sold for each day, a relative daily volume of units sold variable.

Claim 14 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing variable reflecting promotional effects.

Claim 15 (Previously Amended) The method of Claim 14, wherein imputing variable reflecting promotional effects comprises:

- using cleansed initial dataset and calculated values for base units, determining crude promotional variable;

- conducting simple regression analysis to obtain initial volume model;

- comparing sales volume results generated by the initial volume model with actual sales volume; and

- adjusting initial volume model to reflect inconsistencies between the initial volume model and the actual sales volume to generate a corrected volume model which comprises an imputed promotional effects variable.

Claim 16 (Previously Amended) The method of Claim 1, wherein imputing econometric variables includes imputing a cross-elasticity variable.

Claim 17 (Previously Amended) The method of Claim 16, wherein imputing cross-elasticity variable comprises:

- inputting demand group information from the cleansed initial dataset;

- calculating equivalent sales volume for each demand group per time period;

- calculating average equivalent sales volume for each demand group per time period;

- calculating relative equivalent sales volume for each demand group per time period; and

- generating cross-elasticity variables for each demand group.

Claim 18 (Currently Amended) A method for generating cleansed initial dataset from corrected raw econometric data, the method being implemented as a plurality of program instructions in a computer system, the method comprising:

- inputting, using the computer system, the raw econometric data;
- formatting, using the computer system, and classifying the raw econometric data;
- conducting, using the computer system, an initial error detection and correction;
- defining, using the computer system, a store data set hierarchy;
- conducting, using the computer system, a second error detection and correction;
- defining, using the computer system, product attributes and demand groups;
- updating, using the computer system, attribute information;
- defining, using the computer system, equivalizing factors to facilitate comparisons between product attributes;
- conducting, using the computer system, a third error detection and correction;
- subsetting, using the computer system, data to facilitate increased processing speeds;
- conducting, using the computer system, a fourth error detection and correction; and
- outputting, using the computer system, the cleansed initial dataset for use in further processing.

Claim 19 (Previously Amended) The method of claim 18,

- wherein conducting the initial error detection and correction comprises:
  - removing duplicate records from the raw econometric data; and
  - removing records which are inconsistent with client supplied movement data from the raw econometric data;
- wherein conducting the second error detection and correction comprises:
  - removing records having negative value for price, sales volume, or cost from the raw econometric data; and
  - removing records having prices inconsistent with a cross-store price distribution from the raw econometric data;
- wherein conducting the third error detection and correction includes:
  - analyzing data records from closed stores to remove such data records from the raw econometric data; and
  - checking for and correcting discrepant data records; and
- wherein conducting the fourth error detection and correction includes resolving remaining data inconsistencies concerning price, sales volume, and causal variables.

Claim 20 (Currently Amended) A computer-readable medium having programming instructions arranged to impute econometric variables from raw econometric data, the computer-readable medium including:

programming instructions for receiving the raw econometric data;

programming instructions for detecting product parameter inconsistencies in the raw econometric data;

programming instructions for correcting the detected inconsistencies in the raw econometric data to generate a cleansed initial dataset; and

programming instructions for generating imputed ~~imputing~~ econometric variables using the cleansed initial dataset.

Claim 21 (Previously Canceled)